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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Lawrence Morrisroe, et al.	Examiner:	James W. Myhre
Serial No.	10/696,295	Group Art Unit:	3622
Filed:	October 28, 2003	Docket No.	85804-010801
Title:	Method and System for Creating, Serving and Tracking Advertisements		
Customer No.:	32361		

CERTIFICATE UNDER 37 CFR 1.6(d)

I hereby certify that this correspondence and identified enclosures are being transmitted via facsimile only to Examiner James W. Myhre, Art Unit 3622, United States Patent and Trademark Office, Facsimile No. (571) 273-8300 on October 17, 2005.


Name: Inge ShawAMENDMENT

Date: October 17, 2005

MAIL STOP: AMENDMENT
Commissioner for Patents
Post Office Box 1450
Alexandria, Virginia 22313-1450

Sir:

This is in response to the Office Action mailed June 16, 2005, the deadline for response to which being extended for one month, from September 16, 2005 to Monday, October 17, 2005, by the accompanying Petition for Extension of time with fee. Please amend the application as follows.

Amendments, together with a listing of the claims, follow on page 2.
Remarks follow on page 10 of this paper.